



## OUR VISION

**To free lawyers to focus on the office core work by significantly reduction of unnecessary applies to the firm and let their clients the confidence they need.**

## GENERAL DETAILS

**STAGE:** Pre-Revenue, Seed.

**INDUSTRY:** Business Development.

**MARKET SIZE:** \$2.5M annually.

## WHAT HAS BE DONE SO FAR?

We completed market research and proof of concept. An MVP version of the product has been created and work.

## USE OF PROCEEDS

1. Developing the full web platform.
2. Creating a mobile app.
3. Online marketing.
4. Selling the product.

## OUR TEAM

**ODED DUGMA, founder and CEO** – An attorney since 2013, programmer and Full-Stack Web Developer. Head of Oded Dugma law office that focus on family law.

## CONTACT INFORMATION

**ODED DUGMA**

**OBITEQ**

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## WHAT WE DO?

**Web & mobile platform where clients can get all the information they need, 24/7, anytime anywhere. Clients can get information about their case status, set appointments, and contact the lawyer, without calling or texting to the office or the lawyer himself.**

## NEED/OPPORTUNITY

Lawyers spend up to half from their working hours – and even after that – for unnecessary and unuseful communication with their clients. It is not only the time that get wasted. More importantly, they lose mental energy and even money and manpower work hours. That leads to stress and distraction from the core work, harm the office's productivity and get the lawyer out of focus.

## OUR SOLUTION

Website and mobile app, that clients will be able to connect to and get information instead of calling or texting the law office or the lawyer himself. They will be able, for example, to check the status of their case or important dates, set appointments with the lawyer, ask questions and get answers, scan docs for their case, E-sign on papers, make payments and even get important notifications.

From the other side, the lawyer will be free to focus on the legal work or develop the firm, or even have some free time. All the lawyer needs to do is to update the platform once a day and move on to his next tasks. More than that, the data will be saved in the organizational memory (no more arguments about who said what) and can also be used for strengthening customer loyalty and targeted marketing.

## OUR COMPETITORS & HOW WE ARE DIFFERENT

**PHONE CALLS** – most of the applies to lawyers are made via phone calls. Those calls – dozens each day – distract the lawyer and his workers from the important things that should be done. It harms the productivity, stressful, and often comes at an inappropriate time. With OBITEQ, lawyer can return and answer his clients when and where he chooses to.

**SMS/WHATSAPP** – texting is another way to connect with lawyers, in any time, and it has the same disadvantages as phone calls. OBITEQ let the client not only to see the status and the information in his case, but also do some action and even text to the lawyer. The difference is that the lawyer can return on his own time when he sits in his office with the client's file in front of him.

## GO TO MARKET

1. Conferences and educational programs of the Israeli Bar Association.
2. Through opinion leaders and mentors for lawyers.
3. Directly via Website and Social media.

## REVENUE MODEL

Law-firms will be able to buy groups of user's permissions on an annually base. Each group includes a certain number of users that can logged into the platform. Extra features like E-signature, receiving payments and so on will be provided for additional costs.